



Social and environmental sustainability strategy

MOTHERWELL FOOTBALL CLUB



We exist to
improve
people's
lives.

Motherwell Football Club.

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Social and Environmental Sustainability Strategy.

What *we want to change*

- » Achieve net-zero by 2030 in a sustainable manner
- » Scotland's Greenhouse Gas emissions fell by 1.9% in 2023, down 51.3% since 1990, but more can be done
- » However, Scotland's 10 warmest years have all occurred since 1997; the 2010-2019 decade was warmer than 1961-1990
- » Increased rainfall, especially heavy downpours, with wetter winters and drier summers projected show that climate change remains a prominent issue
- » Rising sea level, which continues a long trend is also evidence that effects of climate change remain

Why *we want to change*

- » North Lanarkshire Council is the fourth most populated local authority in Scotland with a population of 341,140
- » For every person who lives in the area the equivalent of 5.3 tonnes of carbon dioxide (CO₂) is emitted
- » There are over 10,000 businesses operating in the area
- » Private car use accounts for 60.7% of the total carbon emissions from road transport.
- » The summary of Greenhouse Gas Emission Sectors in North Lanarkshire Building and facilities energy are broken down too: 45% Transportation, 47% Waste

How *we are going to change*

- » Collaboration with 'Pedal to Pitch' who encourage supporters to travel to matches by cycling as a group, thus reducing the use of cars utilising the availability of bike racks within the stadium environs with recycling options available to staff
- » A strict Waste Management protocol implemented at the stadium
- » This includes the removal of cardboard, paper, plastic, bottles, glass and food wastage
- » A reduction in the use of printers within the stadium, only a small number of available printers remain at Fir Park
- » Boreholes to be considered within plans for the potential development of the training ground to aid with water recycling
- » Reducing lighting bills at the stadium, installation of signage encouraging people to turn off lights after use
- » Reducing heating bills at the stadium including consideration for upgrading underoil heating boiler and potential use of solar
- » Consideration of upgrading pitch lighting for more economic energy usage
- » Transition to battery operated groundcare machinery as much as possible



5%

Of our season ticket holders have a disability

Equality and Inclusion Strategy.

What *we want to achieve*

- » To be a football club that caters for everyone in our community
- » We want all supporters to feel comfortable attending matches

Why *we want to change*

- » Approximately 2.1% of NL population are people from a Black or minority ethnic group
- » Of the 10,134 people living in North Lanarkshire who were born outside the UK, 55.2% of those arrived after 2001.
- » 1 in 4 Scottish pupils said they were aware of their peers suffering prejudice based bullying
- » Charges reported to Airdrie Procurator Fiscal Office relating to disability and sexual orientation hate crime have increased significantly since 2010-11
- » 10% of disabled people never feel safe when out in the community
- » Currently in our first-team playing squad, we have players from 12 different countries and five from minority ethnic backgrounds
- » In 2025/26, almost 5% of our season ticket holders were disabled (191 of 4,075)

How *we are going to change*

- » Use our Community Trust football programmes to encourage those from ethnic minority backgrounds to come and participate
- » Continue to use our platform as a football club to condone any form of discrimination
- » Continue to work with Show Racism the Red Card (SRtRC) to campaign against Racism in football
- » This involves a match activation day where players and staff all promote the message that anti-discrimination is not welcome in our sport
- » Allow external charities and organisations to come in and educate school pupils via workshops about the importance of inclusion
- » Continue to use our platform to promote Suicide Awareness via impactful campaigns, to ensure nobody feels like they can't be a part of our football club
- » Ensure messaging is consistent around the stadium, and any match day communication, that we will not tolerate any form of unacceptable conduct, football related abuse or bigotry. This may lead to a football banning order being placed on an individual
- » Arranging matchdays around the celebration of the diversity within our support
- » International Day of Persons with Disabilities matchday included our players wearing Disabled Supporters' Association branded warm-up t-shirts, MFC DSA flags distributed to fans pre-match by volunteers, special guest interviews, disabled mascots and team announcements
- » Upgrade of our disabled visiting supporter's area to provide better accessibility
- » Upgrade of our blind commentary headsets
- » Develop further the close working relationship between the Club and Disabled Supporters Association
- » Using player appearances to hand out free tickets to pupils in local schools to ensure all children have the opportunity to attend matches

▲ Click to watch



50%
increase in racism in Scottish schools

Anti Discrimination Strategy.

What *we are*

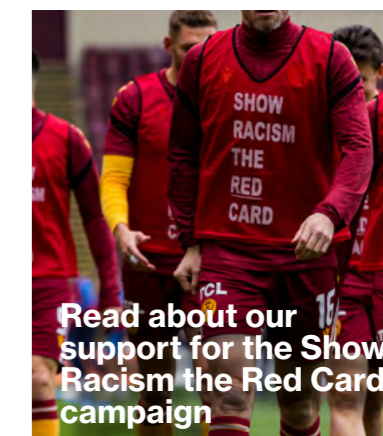
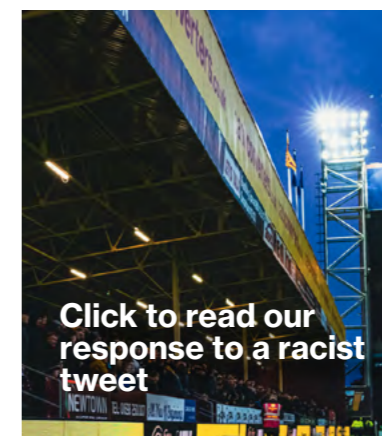
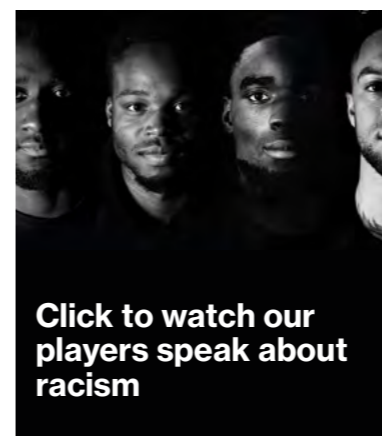
- » Motherwell Football Club is a club that is open to everyone, regardless of gender, age, religion, race or sexual orientation

Why *we need to create this strategy*

- » A 2025 anti-racism plan revealed that 44% of staff respondents in a NHS Lanarkshire Workplace personally experienced racism, and 39% witnessed racism against colleagues
- » Despite high rates of experienced racism in the NHS, only 1% of staff felt able to report these issues
- » There has been a reported increase in racism within Scottish schools, with over 3,600 recorded incidents nationally in the last year (a 50% increase)
- » Increase from 3,838 racial hate crimes in 2022 to 4,953 so far in 2024
- » One of our first-team players received a racist comment on social media

How *we will achieve this*

- » Using our platform: Be forward-thinking and prominent. Let our players speak out about the difficulties they face on a daily basis
- » Calling out racism when we see it near our football club and support our staff affected
- » Continuing to actively work and promote the anti-racism message alongside external charities and organisations
- » Ensure that our football programmes are reaching those most isolated in our community



Child & Youth Protection & Welfare Strategy.



Up to
120
registered players in the
MFC Academy

As a club, we wholly support the introduction and adoption of the children's wellbeing programme, embedding safeguarding and child protection at the heart of our academy and community programmes.

We recognise our duty of care to children to ensure they are safe when they participate in activities with our club. We are committed to understanding and promoting their rights, ensuring all concerned and aware of their wellbeing and being ready to act when a child needs our help or support.

We want every child to have a positive experience when they are with us. We are committed to ensuring that across the board.

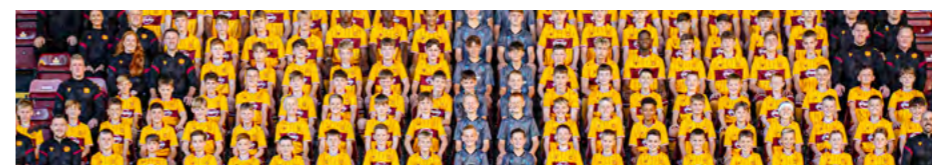
All of our safeguarding policies are available on our website.



▶ Read our **child protection policy**



▶ Read our **children's rights policy statement**



▶ Read the **guide for young people playing in Club Academy Scotland**



▶ View the **club organogram**

Football for all abilities.



72%
of adults are overweight or obese in Lanarkshire

What *we want*

- » Our football programmes to be available to anyone who wishes to attend regardless of ability
- » To have programmes and initiatives that are suited for all ages and genders
- » The promotion of attending our football programmes to help people with sustained physical activity, which aids physical and mental wellbeing due to the physical and social aspects involved

Why *we want this*

- » Life expectancy in North Lanarkshire is 74.9 years for males, 78.7 years for female, which is lower than the Scottish average and is in a decline
- » The Scottish Health Survey of 2017 found that 24% of boys and 29% of girls (2 - 15 years) were overweight or obese. Of these children, 12% of boys and 15% of girls were obese.
- » In Scottish adults, 67% of men and 63% of women are overweight or obese. In Lanarkshire, in 2014/2015/2016/2017 combined, 72% of adults are overweight or obese
- » In 2017, the proportion of adults reporting being in 'good' or 'very good' health decreased with age from 86% of those aged 16-24 to 52% of those aged 75 and over
- » The proportion of children of a healthy weight decreased with age; with children aged 2-6 being the most likely to fall within the healthy weight range (78%), compared with 66% of children aged 12-15
- » In 2024, there were 704 probable suicide deaths in Scotland, a decrease of 86 (11%) from 790 in 2023. We still see this as 704 too many
- » The rate of probable suicide mortality in the most deprived areas in Scotland was 2.5 times as high as in the least deprived areas in Scotland
- » Since 2000, the average age at death for probable suicide deaths has generally increased, from 41.9 years in 2000 to 47.5 years in 2024
- » At council level, the age-standardised rates of probable suicide deaths were statistically significantly higher than the Scottish average in North Lanarkshire

How *we are doing this*

- » We have almost 1000 participants in the Motherwell FC Community Trust programmes, including various genders, age and football a
- » 49 volunteer coaches allowing them to actively put their coaching theory into practice
- » 16 sessional coaches who are able to help all participants with focused drills
- » £13.64m of social return on investment which highlights the good work being done

Action plans.

» Diversity and Inclusion

	What do you want to achieve?	What action(s) have you identified to achieve your goal?
	What is the goal or purpose of your actions? What is it that needs to change?	Breaking down your goal or purpose, into specific actions
1	To make Motherwell Football Club an inclusive environment for all who wish to participate, engage with and spectate	Use our Community Trust football programmes to encourage those from ethnic minority backgrounds to come and participate
2		Continue to use our platform as a football club to condone any form of discrimination
3		Continue to work with Show Racism the Red Card (SRtRC) to campaign against Racism in football.
4		Allow external charities and organisations to come in and educate school pupils via workshops about the importance of inclusion
5		Continue to use our platform to promote Suicide Awareness via impactful campaigns, to ensure nobody feels like they can't be a part of our football club
6		Ensure messaging is consistent around the stadium and any match day communication that we will not tolerate any form of any act of unacceptable conduct, football related abuse, or bigotry can lead to a football banning order being placed on an individual
7		Arranging matchdays around the celebration of the diversity within our support
8		Develop further the close working relationship between the Club and Disabled Supporters Association, to help enhance the matchday experience for our disabled supporters

» Environmental Protection plan

	What do you want to achieve?	What action(s) have you identified to achieve your goal?
	What is the goal or purpose of your actions? What is it that needs to change?	Breaking down your goal or purpose, into specific actions
1	Reduction of direct and indirect emissions from general operations and events	Collaboration with Pedal to Pitch who encourage supporters to travel to matches by cycling as a group, thus reducing the use of cars utilising the availability of bike racks within the stadium environs
2		A strict Waste Management protocol implemented at the stadium with recycling options available to staff
3		A reduction in the use of printers within the stadium, only a small number of available printers
4		Boreholes to be considered within plans for the potential development of the training ground to aid with water recycling
5		Reducing lighting bills at the stadium, installation of signage encouraging people to turn off lights after use
6		Reducing heating bills at the stadium consideration for upgrading undersoil heating boiler and potential use of solar
7		Consideration of upgrading pitch lighting for more economic energy usage



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